

**DEPARTMENT OF CALIFORNIA HIGHWAY PATROL**

*The California Highway Patrol is a law enforcement and traffic safety agency reporting to Business, Transportation and Housing Agency Secretary Maria Contreras-Sweet and Governor Gray Davis.*



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**CHP LAUNCHES MEDIA CAMPAIGN TARGETING TEEN DUI**

**SACRAMENTO** - California Highway Patrol (CHP) officials launched a new assault on underage DUI today with the premiere of a new media campaign targeting teenage drivers. The two 30-second and 60-second commercial spots, set to run in a three-month summer campaign, are unique because they were written by and for teens.

“We are very excited about this project because it was developed by the very audience we are targeting,” said CHP Commissioner Dwight “Spike” Helmick. “We are confident that by involving teenagers in developing the message, we will be more effective.”

Funded by a California Office of Traffic Safety (OTS) grant, this campaign uses paid television airtime to deliver the anti-DUI message. The CHP is investing \$165,000 to purchase airtime and mass transit advertising in Orange and San Diego Counties, and spending an additional \$40,000 for Internet advertising for the summer campaign. The department is planning a closely targeted media campaign, focused on networks and programs that draw large teen audiences.

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*Media Note: Copies of the commercial spots are available. Teens involved in the development and production of the commercials are available for interviews.*

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